

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An information distribution system that displays a service information, that includes desired distribution date and time information, provided by an information provider from a terminal on at least one of a plurality of displays, comprising:
  - a service information collector that collects the service information including a display information representing specific information contents, the desired distribution date and time information, and a display designation information that designates the display on which the display information is displayed;
  - a display selector that selects at least one of the plurality of displays based on the display designation information collected by the service information collector; and
  - an information distributor that distributes the display information to the display selected by the display selector.
2. (Original) The information distribution system according to claim 1, further comprising a service information processor that processes the service information to generate an image information in order to display an image on the display selected by the display selector.
3. (Previously Presented) The information distribution system according to claim 1, further comprising an information attribute collector that collects an information attribute of the service information,
  - wherein the display selector selects the display to which the service information is distributed based on the information attribute collected by the information attribute collector.

4. (Previously Presented) The information distribution system according to claim 1, further comprising a display location information collector that collects location information of the plurality of displays,

wherein the display selector selects the display to which the service information is distributed based on the location information of the display collected by the display location information collector.

5. (Original) The information distribution system according to claim 4, further comprising a location information storage that stores the location information collected by the display location information collector,

wherein the display selector selects the display based on the location information stored in the location information storage.

6. (Previously Presented) The information distribution system according to claim 1, wherein the terminal is a mobile terminal.

7. (Currently Amended) An information distribution method that displays a service information, that includes desired distribution date and time information, provided from a terminal on at least one of a plurality of displays, comprising the steps of:

collecting the service information including a display information that represents specific display contents, desired distribution date and time, and a display designation information that designates the display on which the display information is displayed;

selecting at least one of the plurality of displays based on the display designation information collected in the service information collecting step; and

distributing the display information to the display selected in the display selecting step.

8. (Original) The information distribution method according to claim 7, further comprising the step of processing the service information to generate image information in order to display an image on the display selected in the display selecting step.

9. (Previously Presented) The information distribution method according to claim 7, further comprising the step of collecting an information attribute of the service information, wherein the display to which the service information is distributed is selected based on the information attribute collected in the attribute collecting step in the display selecting step.

10. (Previously Presented) The information distribution method according to claim 7, further comprising the step of collecting location information of the plurality of displays, wherein the display to which the service information is distributed is selected based on the location information of the display collected in the display location information collecting step in the display selecting step.

11. (Original) The information distribution method according to claim 10, further comprising the step of storing the location information collected in the display location information collecting step, wherein the display to which the service information is distributed is selected based on the location information stored in the display location information storing step in the display selecting step.

12. (Currently Amended) ~~A computer-readable recording medium storing a program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 7.

13. (Currently Amended) ~~A computer program~~ A program stored in a computer-readable recording medium that executes the information distribution method according to claim 7.

14. (Currently Amended) An information distribution system that displays a service information, that includes desired distribution date and time information, provided by an information provider from a terminal on at least one of a plurality of displays, the service information including: a display information that represents specific display contents; a display designation information that designates the display on which the display information is displayed; and a display operation designation information for specifying the display operation of the display designated by the display designation information, the system comprising:

a service information collector that collects the service information;

a display program generator that generates a display program of the display designated by the display designation information based on the display operation designation information; and

a display program executor for displaying the service information on the display based on the display program generated by the display program generator.

15. (Original) The information distribution system according to claim 14, further comprising: a display controller respectively annexed to the plurality of displays that controls display on the respective displays; and a server connected to the respective display controller through a network,

the server including the service information collector, the display program generator and a display program distributor that distributes the display program generated by the display program generator to the display controller, the display controller including the display program executor.

16. (Original) The information distribution system according to claim 15, the display controller having a display information storage that stores the display program and the display information distributed from the server.

17. (Original) The information distribution system according to claim 16, further comprising a registration request distributor that, when the service information is collected by the service information collector, distributes a request for registering a display information contained in the service information to the respective controller,

the display program executor comprising: a display information finder that seeks a corresponding display information from the display information stored in the display information storage in response to the registration request from the registration request distributor; and an information transmission requesting portion that requests transmission of the display information to the server when the corresponding display information is not found after searching by the display information finder.

18. (Original) The information distribution system according to claim 16, the display program executor comprising: a display information finder that searches corresponding display information from the display information stored in the display information storage based on the distributed display program; and an information transmission requesting portion that requests transmission of the display information to the server when the corresponding display information is not found after searching by the display information finder.

19. (Previously Presented) The information distribution system according to claim 15, the display controller comprising a base contents displaying portion that displays a predetermined base contents on the display when there is no display information based on the display program.

20. (Currently Amended) An information distribution method that displays a service information, that includes desired distribution date and time information, provided by an information provider from a terminal on at least one of a plurality of displays,

the service information including: a display information that represents specific display contents; a display designation information that designates the display on which the display information is displayed; the desired distribution date and time; and a display operation designation information that specifies the display operation of the display designated by the display designation information, the method comprising the steps of:

collecting the service information;

generating a display program of the display designated by the display designation information based on the display operation designation information; and

displaying the service information on the display based on the display program generated in the display program generating step.

21. (Original) The information distribution method according to claim 20, wherein the respective steps are implemented on a network system comprising: a display controller respectively annexed to the plurality of displays that controls display on the respective displays; and a server connected to the respective display controllers through a network, the method further comprising the steps of:

distributing the display program generated in the display program generating step to the respective display controller; and

storing the display program and the display information distributed in the display program distributing step in the display controller corresponding to the display program.

22. (Original) The information distribution method according to claim 21, further comprising the steps of:

distributing a request for registering the display information contained in the service information when the service information is collected in the service information collecting step;

seeking a corresponding display information stored in the display information storing step based on the registration request in the registration request distribution step; and requesting transmission of the display information to the server when the corresponding display information is not found after search during the display information seeking step.

23. (Original) The information distribution method according to claim 21, the display program executing step including: a display information searching step that searches a corresponding display information from the display information stored in the display information storing step based on the display program distributed and displayed; and an information transmission requesting that requests transmission of the display information to the server when the corresponding display information is not found after searching in the display information searching step.

24. (Previously Presented) The information distribution method according to claim 20, further comprising the step of displaying a predetermined base contents on the display when there is no display information based on the display program.

25. (Currently Amended) ~~A computer program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 20 by a computer system.

26. (Currently Amended) ~~A computer-readable recording medium storing a program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 20.

27. (Currently Amended) ~~A computer-readable recording medium storing a program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 8.

28. (Currently Amended) ~~A computer-readable recording medium storing a program~~A program stored in a computer-readable recording medium that implements the information distribution method according to claim 9.

29. (Currently Amended) ~~A computer-readable recording medium storing a program~~A program stored in a computer-readable recording medium that implements the information distribution method according to claim 10.

30. (Currently Amended) ~~A computer-readable recording medium storing a program~~A program stored in a computer-readable recording medium that implements the information distribution method according to claim 11.

31. (Currently Amended) ~~A computer program~~A program stored in a computer-readable recording medium that executes the information distribution method according to claim 8.

32. (Currently Amended) ~~A computer program~~A program stored in a computer-readable recording medium that executes the information distribution method according to claim 9.

33. (Currently Amended) ~~A computer program~~A program stored in a computer-readable recording medium that executes the information distribution method according to claim 10.

34. (Currently Amended) ~~A computer program~~A program stored in a computer-readable recording medium that executes the information distribution method according to claim 11.

35. (Currently Amended) ~~A computer program~~A program stored in a computer-readable recording medium that implements the information distribution method according to claim 21 by a computer system.



36. (Currently Amended) ~~A computer program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 22 by a computer system.

37. (Currently Amended) ~~A computer program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 23 by a computer system.

38. (Currently Amended) ~~A computer program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 24 by a computer system.

39. (Currently Amended) ~~A computer-readable recording medium storing a program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 21.

40. (Currently Amended) ~~A computer-readable recording medium storing a program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 22.

41. (Currently Amended) ~~A computer-readable recording medium storing a program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 23.

42. (Currently Amended) ~~A computer-readable recording medium storing a program~~ A program stored in a computer-readable recording medium that implements the information distribution method according to claim 24.